

FIG. 1

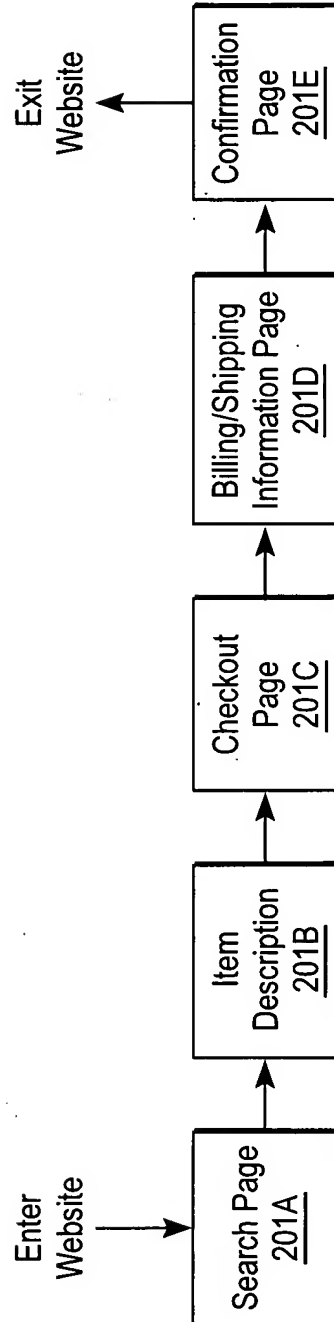


FIG. 2

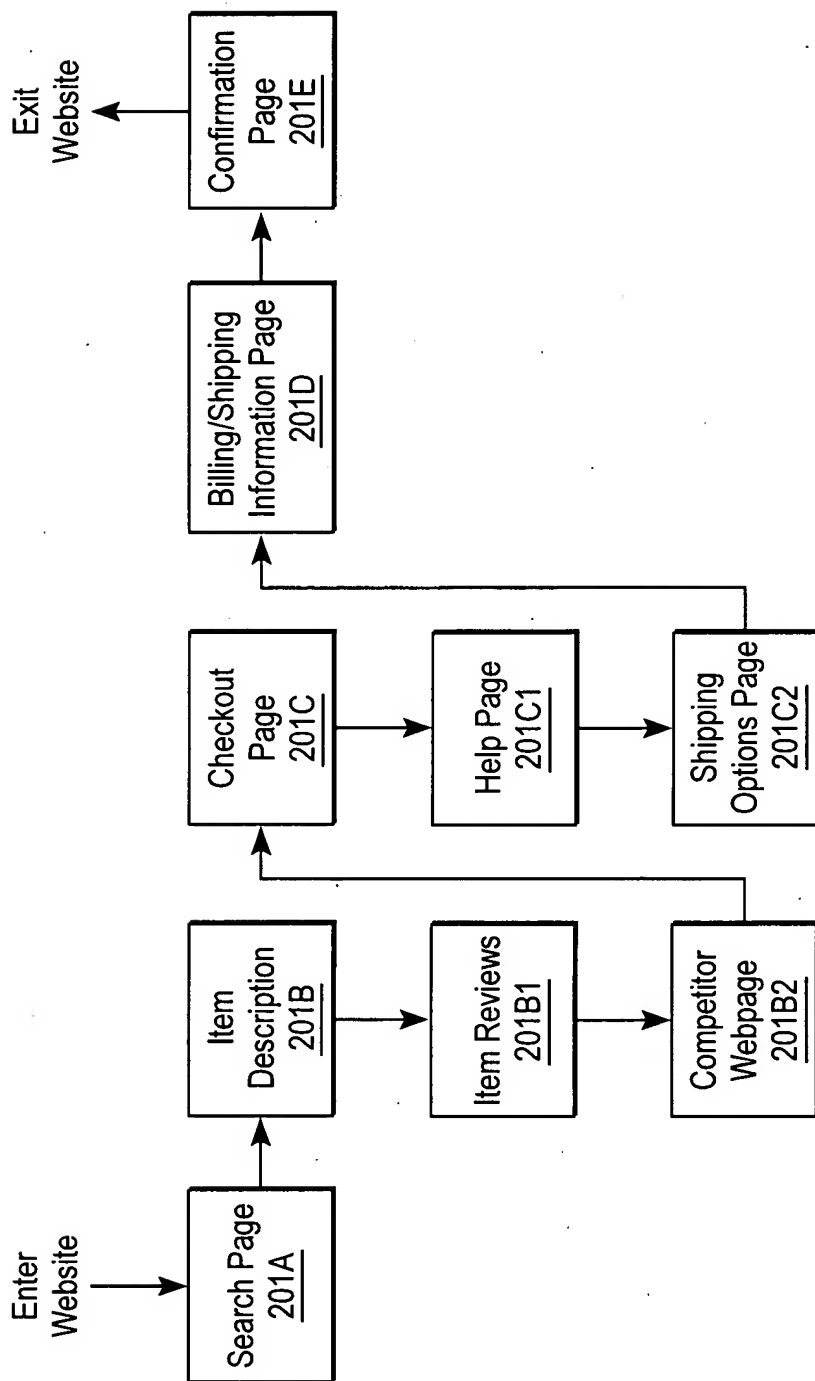


FIG. 3

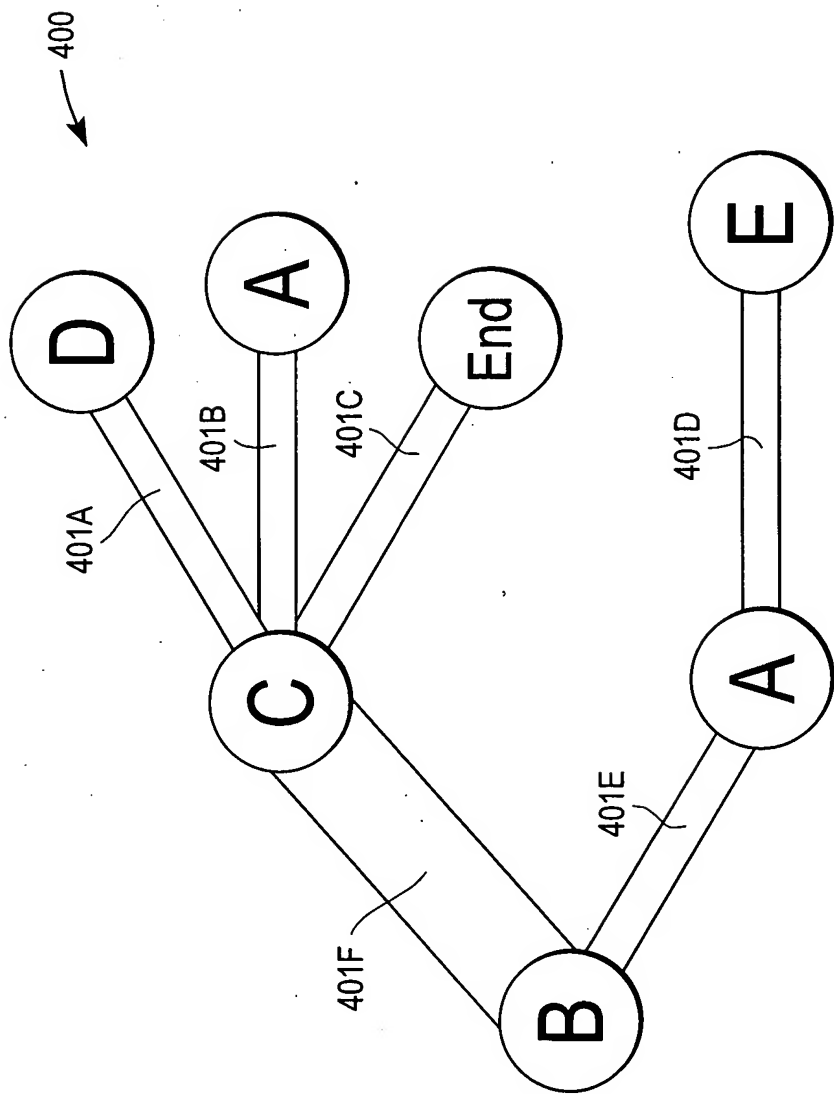


FIG. 4



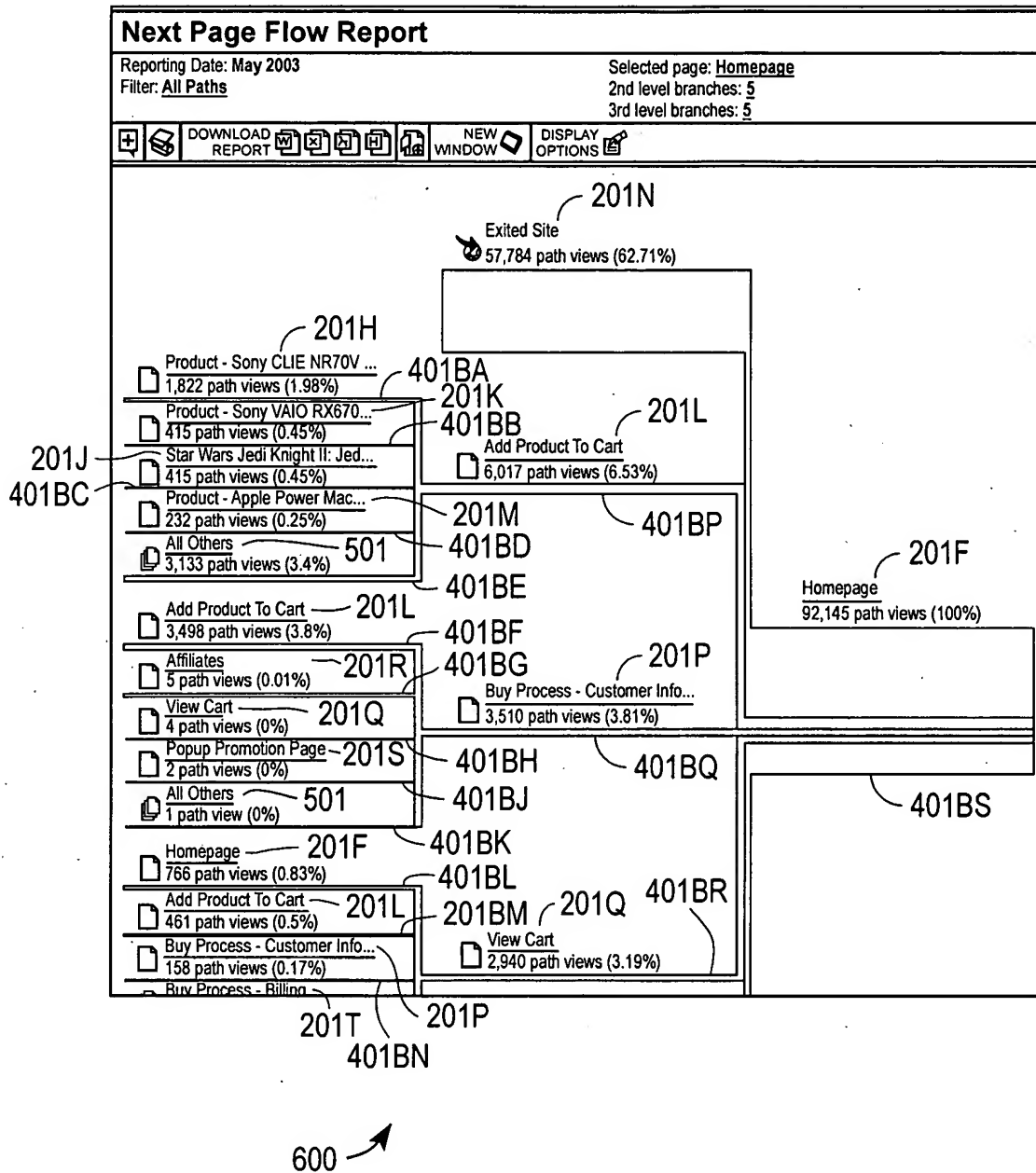


FIG. 6

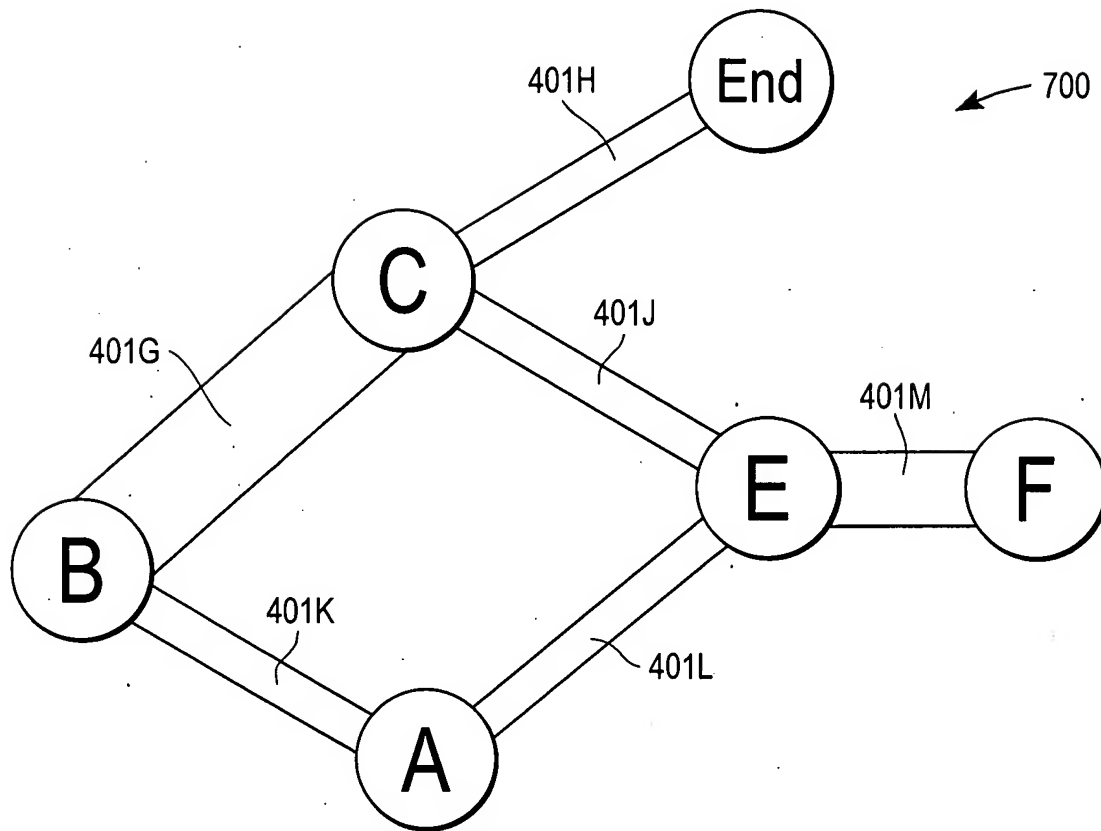


FIG. 7

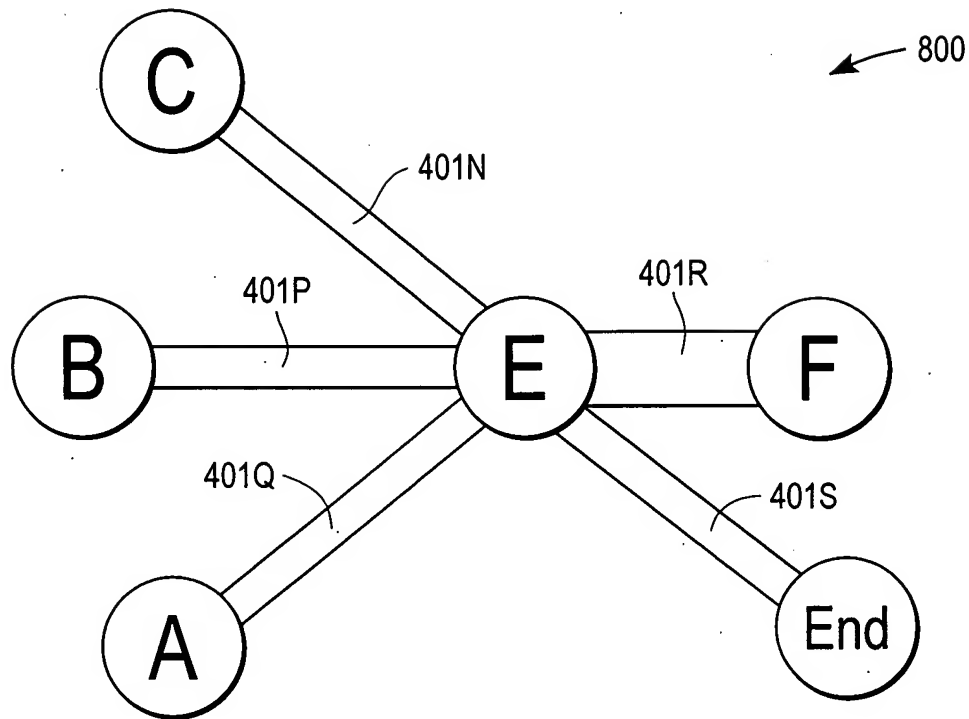


FIG. 8



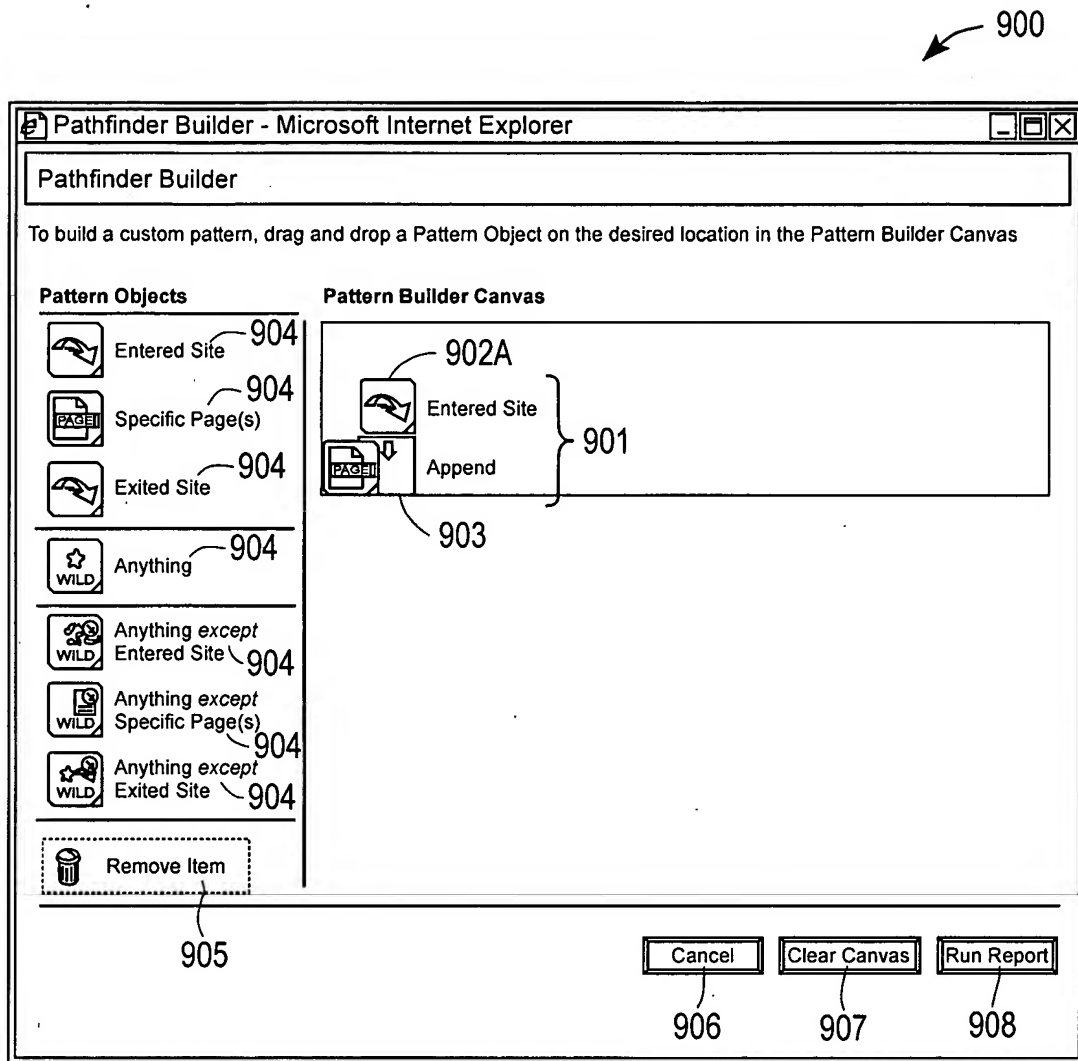


FIG. 9A

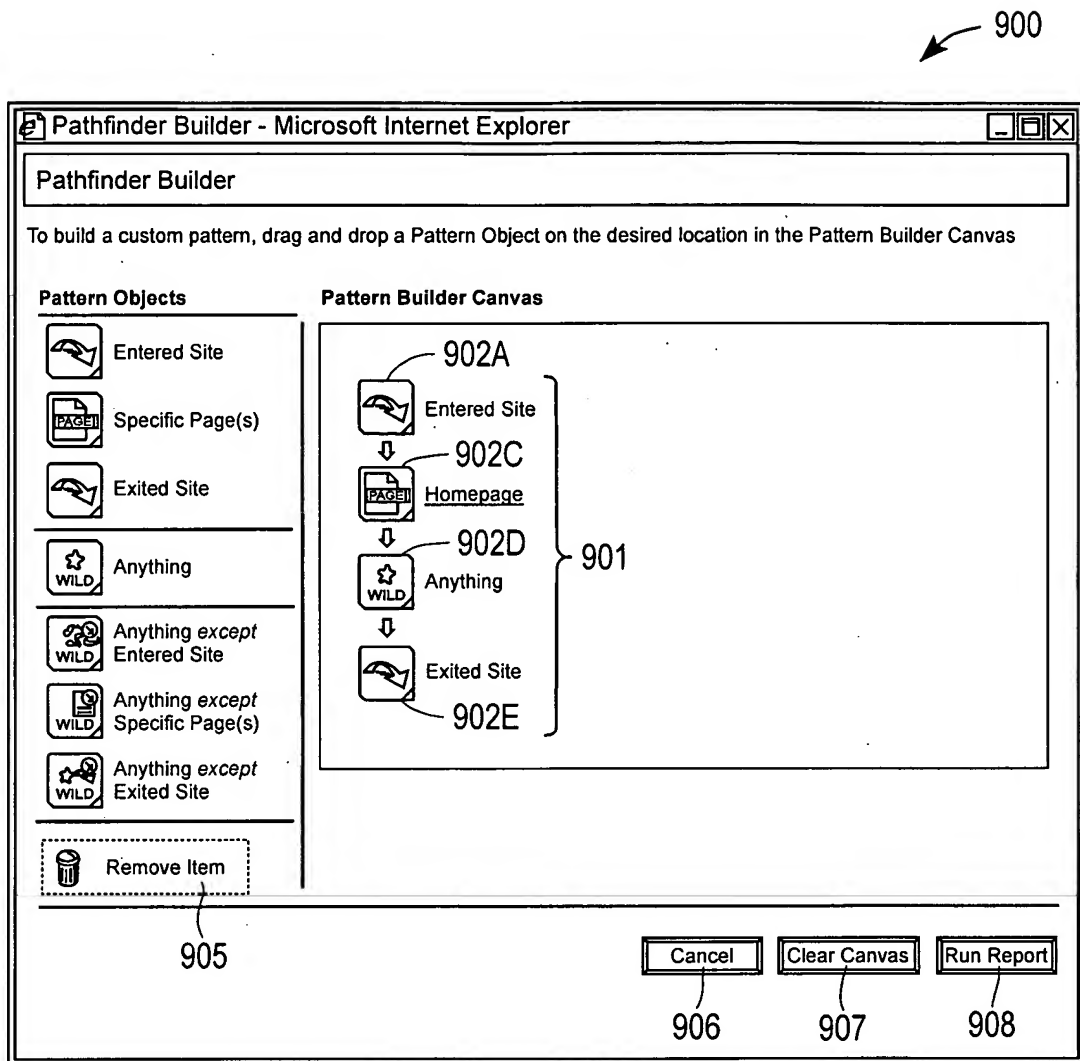


FIG. 9B

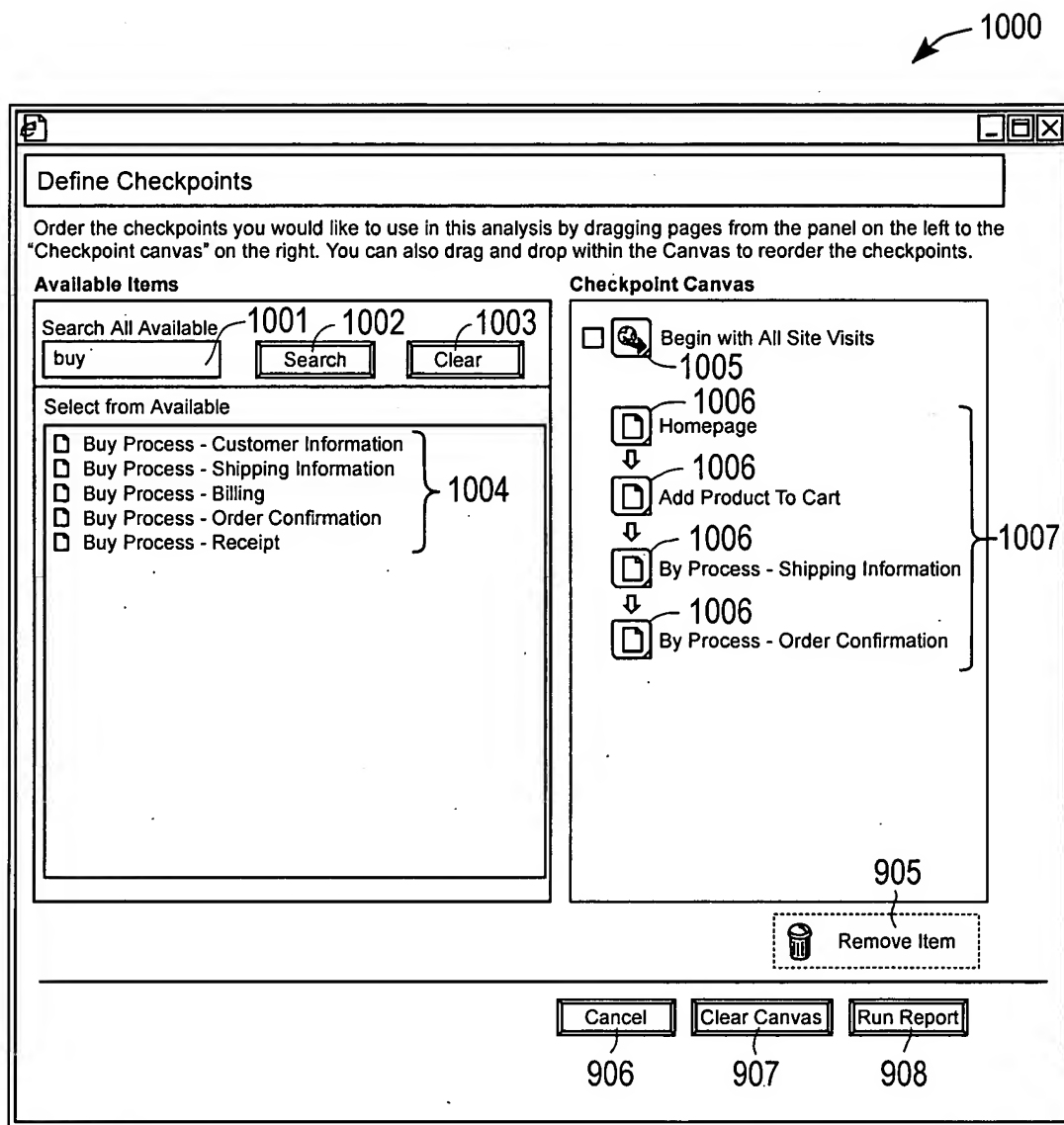
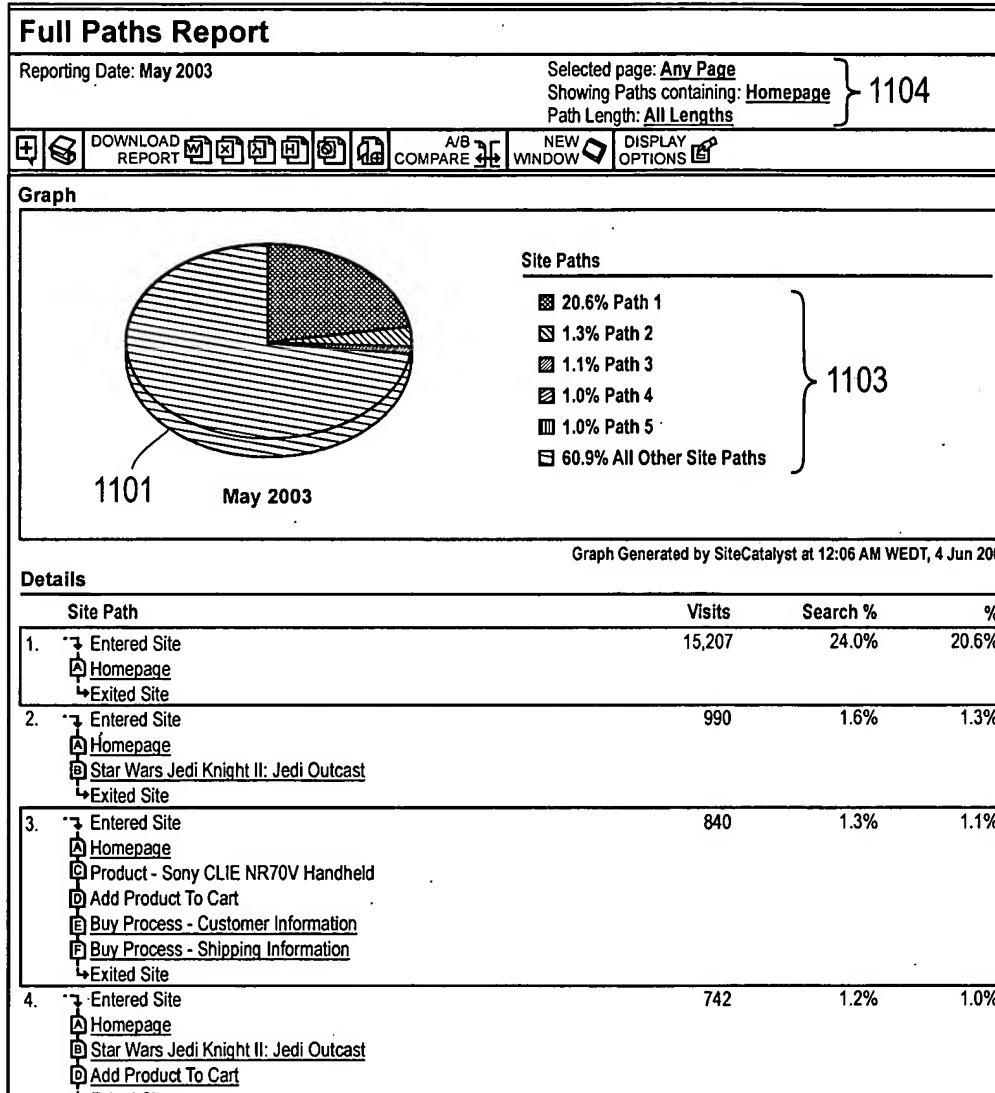


FIG. 10



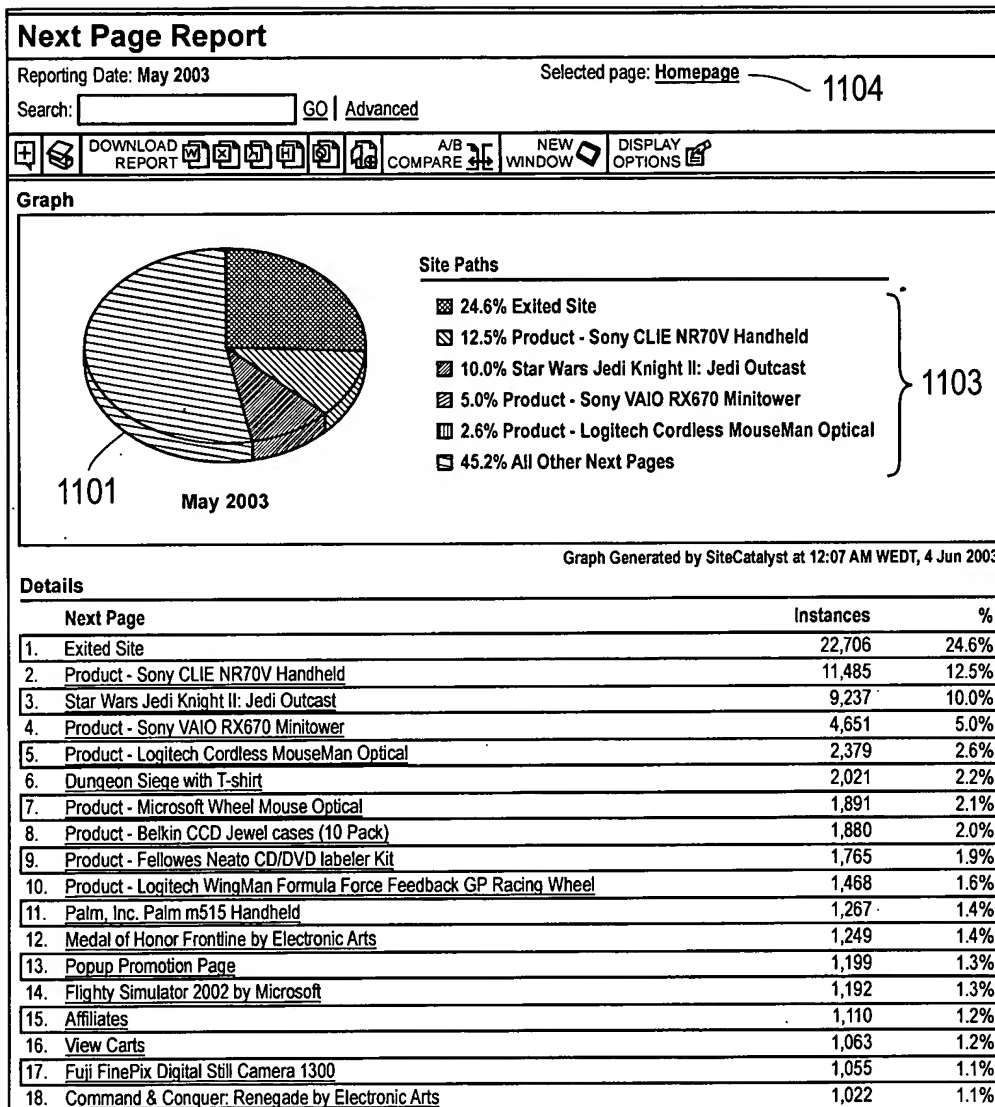
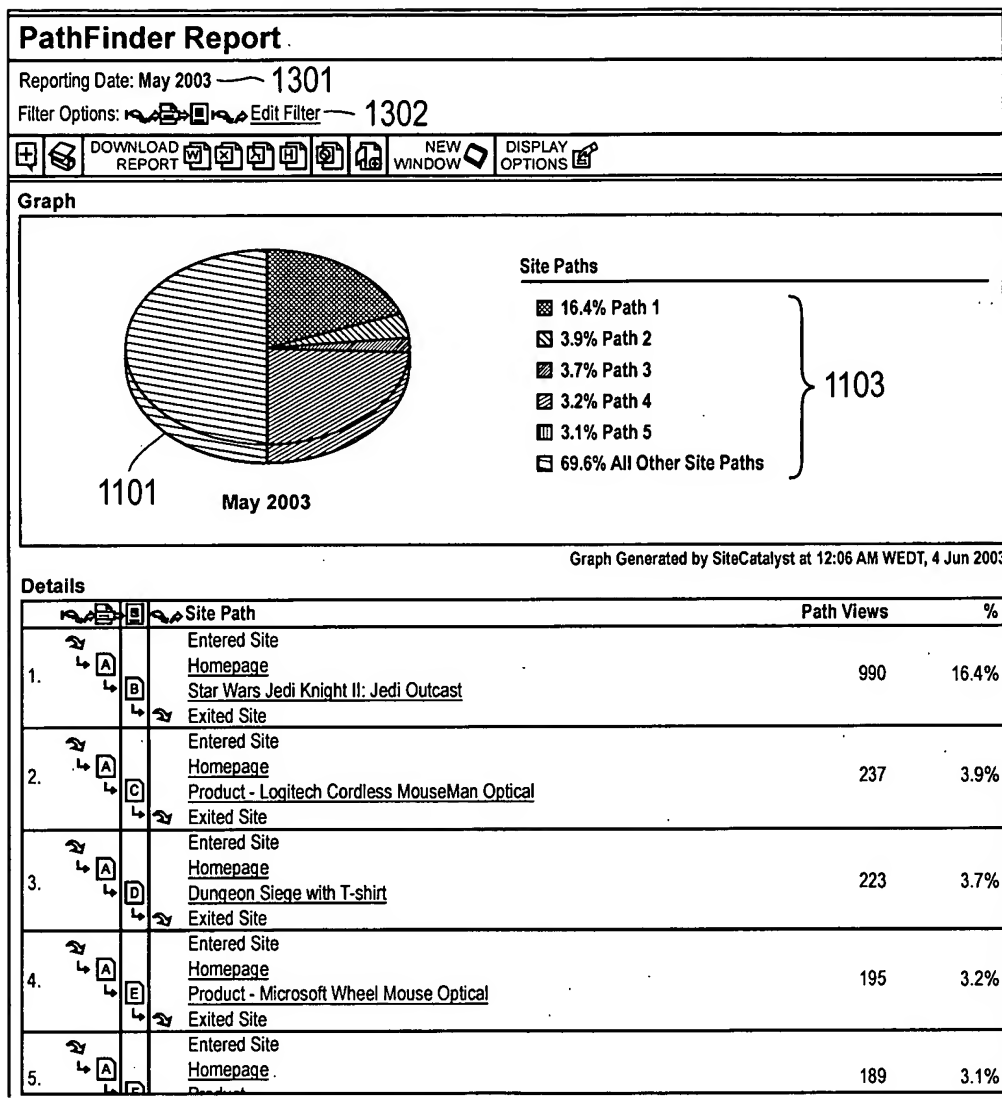
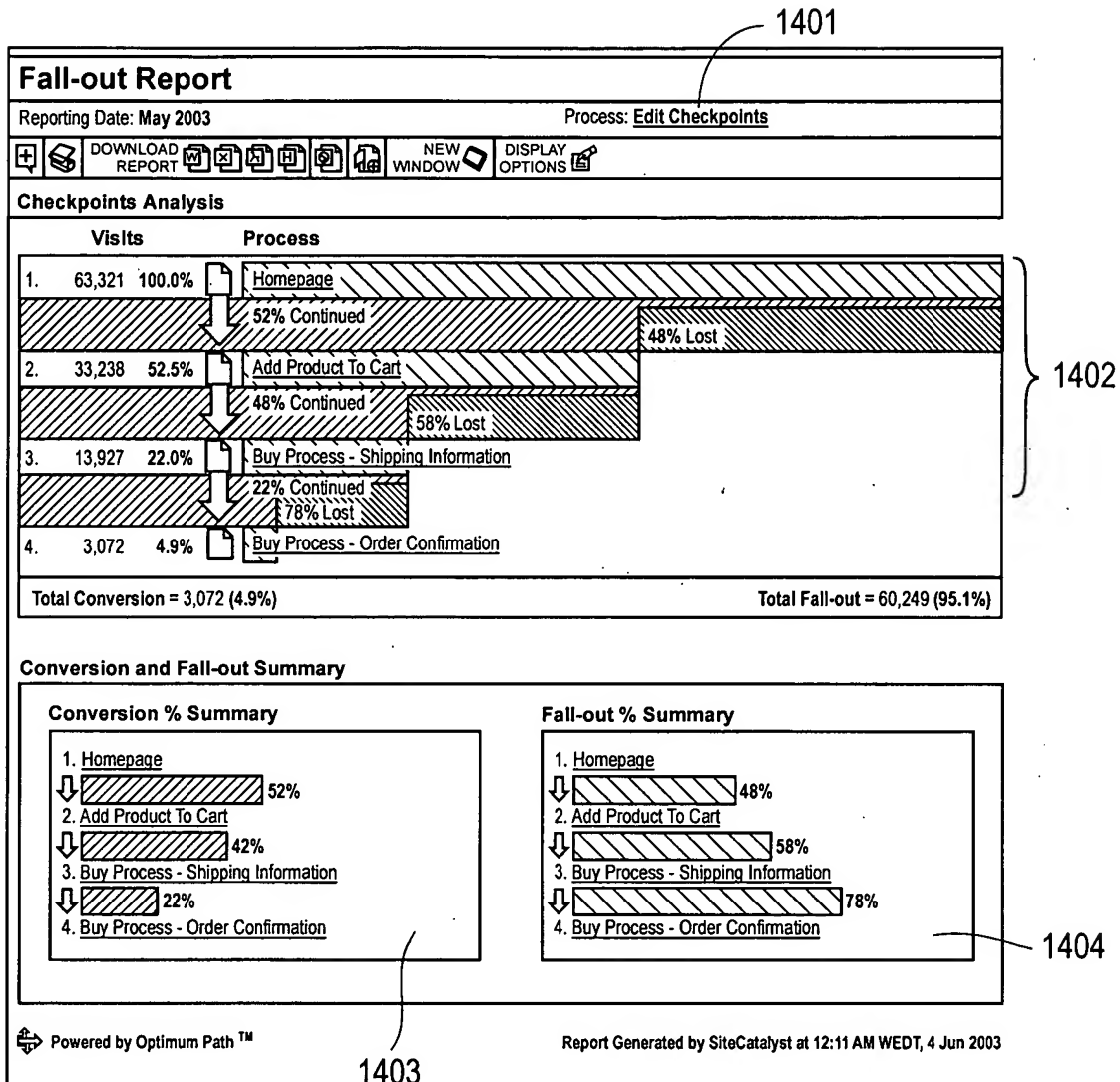


FIG. 12



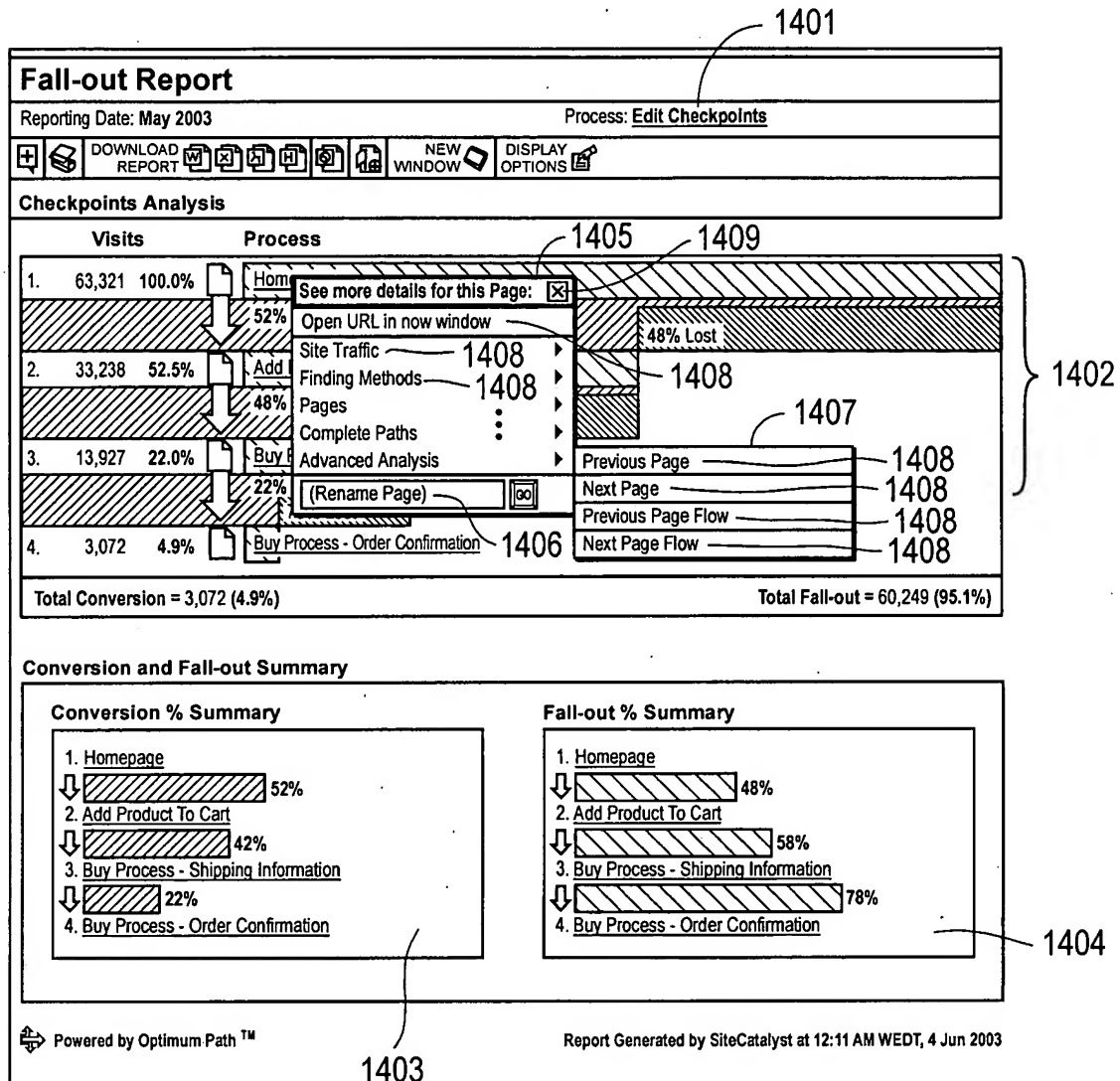
1300

FIG. 13



1400

FIG. 14A



##### Conversion % Summary

1. Homepage	52%
2. Add Product To Cart	42%
3. Buy Process - Shipping Information	22%
4. Buy Process - Order Confirmation	

##### Fall-out % Summary

1. Homepage	48%
2. Add Product To Cart	58%
3. Buy Process - Shipping Information	78%
4. Buy Process - Order Confirmation	

FIG. 14B



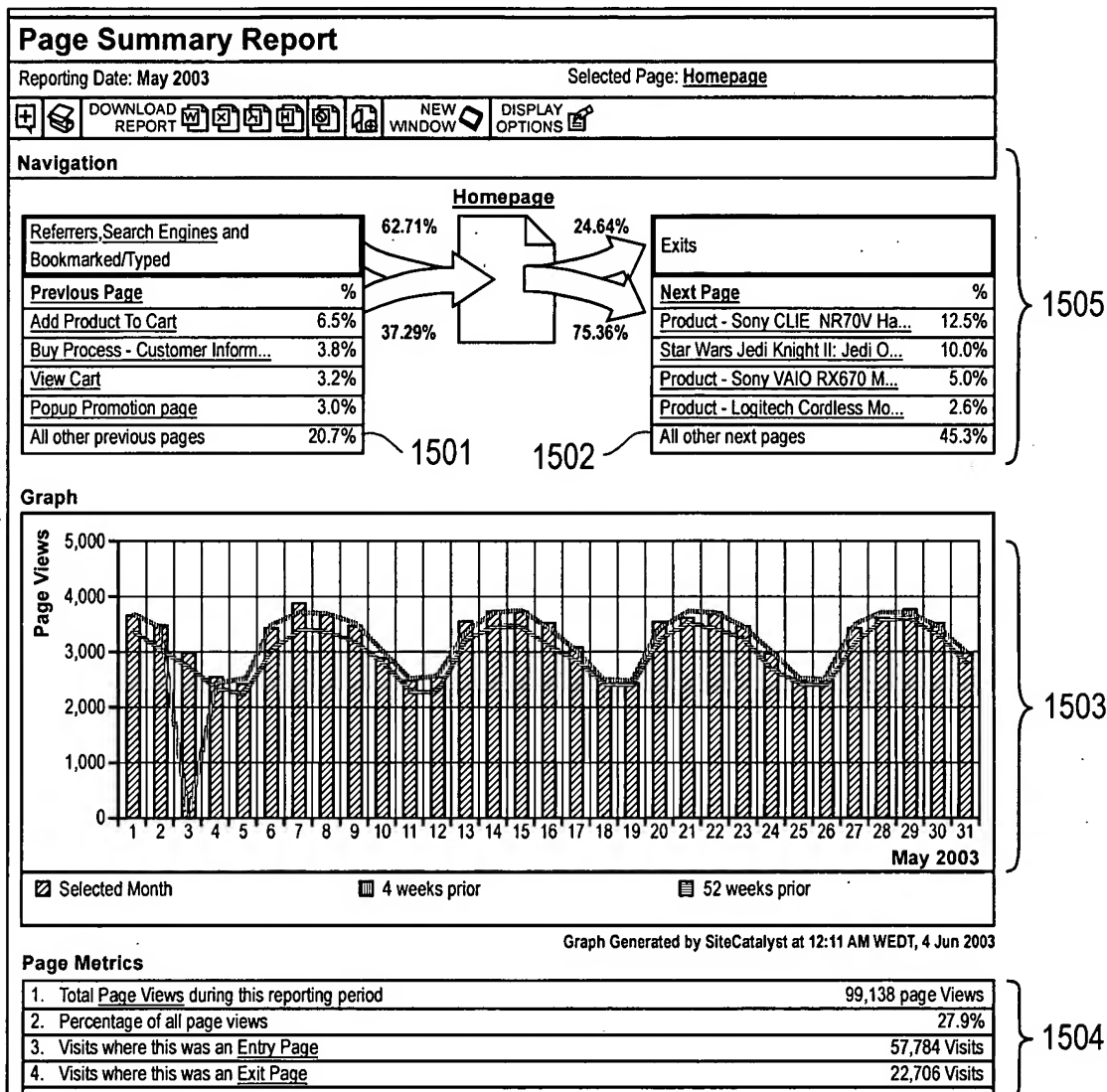
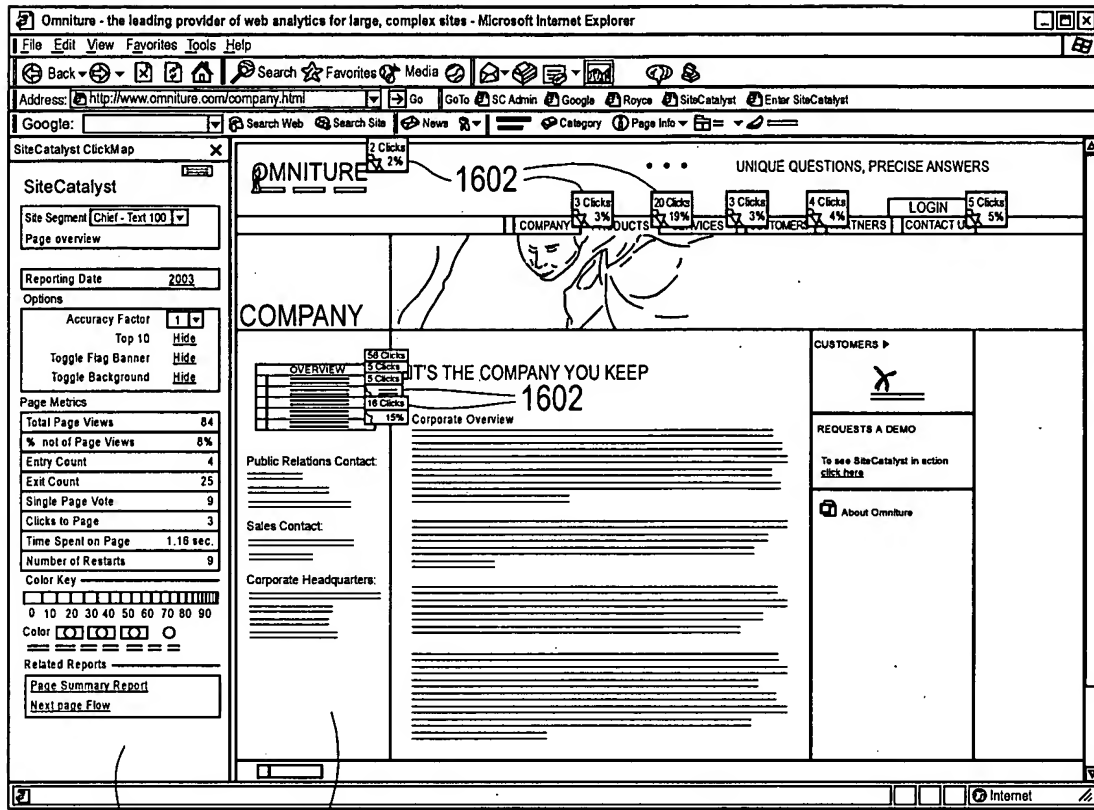


FIG. 15



1603

1601

1600

FIG. 16